

Serial No.: 09/441,204  
Group Art Unit: 2165

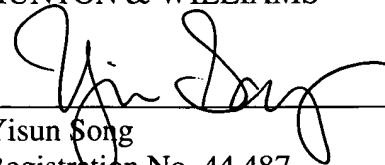
### CONCLUSION

In view of the foregoing amendments and arguments, it is respectfully submitted that this application is now in condition for allowance. If the Examiner believes that prosecution and allowance of the application will be expedited through an interview, whether personal or telephonic, the Examiner is invited to telephone the undersigned with any suggestions leading to the favorable disposition of the application.

A Petition for a three-month extension of time, along with the required fee in the amount of \$460.00 is submitted with the filing of this Response. The Commissioner is hereby authorized to treat any current or future reply, requiring a petition for an extension of time for its timely submission as incorporating a petition for extension of time for the appropriate length of time. Applicant also authorizes the Commissioner to charge all required fees, fees under 37 C.F.R. §1.17, or all required extension of time fees, to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,  
HUNTON & WILLIAMS

By:

  
Yisun Song  
Registration No. 44,487  
for Thomas J. Scott, Jr.  
Registration No. 27,836

Hunton & Williams  
1900 K Street, N.W., Suite 1200  
Washington, D.C. 20006-1109  
(202) 955-1500 (Telephone)  
(202) 778-2201 (Facsimile)  
Dated: June 5, 2002

**Attachment A**

**Marked up Copy of Amended Claims**

10. (Amended)        A system for acquiring branded promotional products comprising:

         a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

         a products web[-site] page where a customer or a reseller accesses the products web[-site] page to acquire at least one branded promotional products;

         a reseller showcase web[-site] page where a customer accesses the reseller showcase web[-site] page to acquire at least one branded promotional products;

         a vendor showcase web[-site] page where a reseller accesses the vendor showcase web[-site] page to acquire at least one branded promotional products;

         a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

         a bidding module for [allowing] enabling at least one or more resellers or customers to present at least one order[s] and enabling at least one vendor[s] to bid on the presented order[s] wherein the at least one order is related to the plurality of branded promotional products;

         [a community content data for providing an interface with media partners and business partners;]

         an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products; and

Serial No.: 09/441,204  
Group Art Unit: 2165

a processor for processing orders received from the front office module.

20. (Amended) The method for acquiring branded promotional products comprising the steps of:

providing a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

providing a products web[-site] page where a customer or a reseller accesses the products web[-site] page to acquire at least one branded promotional products;

providing a reseller showcase web[-site] page where a customer accesses the reseller showcase web[-site] page to acquire at least one branded promotional products;

providing a vendor showcase web[-site] page where a reseller accesses the vendor showcase web[-site] page to acquire at least one branded promotional products;

providing a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

providing a bidding module for [allowing] enabling at least one or more resellers or customers to present at least one order[s] and enabling at least one vendor[s] to bid on the presented order[s] wherein the at least one order is related to the plurality of branded promotional products;

[providing a community content data for providing an interface with media partners and business partners;]

Serial No.: 09/441,204  
Group Art Unit: 2165

providing an artwork library for storing customer's logo and branding artwork associated  
with the plurality of branded promotional products. and  
processing orders for products received from the front office module.

**Attachment B**

**Clean Copy of Amended and New Claims**

---

10. (Amended) A system for acquiring branded promotional products comprising:

a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

a products web page where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;

a reseller showcase web page where a customer accesses the reseller showcase web page to acquire at least one branded promotional products;

a vendor showcase web page where a reseller accesses the vendor showcase web page to acquire at least one branded promotional products;

a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein the at least one order is related to the plurality of branded promotional products;

an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products; and

a processor for processing orders received from the front office module.

---

20. (Amended) The method for acquiring branded promotional products

Serial No.: 09/441,204  
Group Art Unit: 2165

comprising the steps of:

providing a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

providing a products web page where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;

providing a reseller showcase web page where a customer accesses the reseller showcase web page to acquire at least one branded promotional products;

Q2 providing a vendor showcase web page where a reseller accesses the vendor showcase web page to acquire at least one branded promotional products;

providing a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

providing a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein the at least one order is related to the plurality of branded promotional products;

providing an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products. and

processing orders for products received from the front office module.

---

21. (New) A system for providing branded promotional products, the system

Q3 comprising:

a product database for storing data related to a plurality of products, the data including at least pricing data and imprinting data related to the plurality of products;

a vendor entry point interface for enabling a vendor to enter at least one product data specifics to the product database, the at least one product data specifics comprising one or more of imprinting data, display data, accurate detailed pricing data and product placement data;

a vendor showcase module for displaying product data in response to the at least one product data specifics and providing ordering access to one or more resellers at a reseller entry point interface, wherein the vendor showcase is customized for a particular vendor;

a branded promotional products module for providing a plurality of promotional products to one or more of customers and resellers and receiving at least one order for one or more promotional products;

a reseller showcase module for displaying products selected by the reseller for resale to a reseller group of customers selected by the reseller where the reseller group of customers accesses the reseller showcase module at a reseller customer entry point interface; and

a company logo store module for displaying products selected by the reseller for resale to a group of customers associated with a company, wherein the company logo store module is customized for the company;

wherein customers comprise users who buy products directly from the branded promotional products module; resellers comprise users who resell products to customers; and vendors comprise users who supply one or more of products and imprinting services.

22. (New) The system of claim 21, further enabling one or more customers to

schedule reminders for a recurring event related to ordering promotional products.

23. (New) The system of claim 21, further comprising:

a back office module for processing the orders for the plurality of promotional products.

24. (New) The system of claim 21, further comprising:

a front office module for providing one or more of order status data, historical information related to orders and market information services wherein market information services comprise one or more of account summary options and web hits habit reports.

25. (New) The system of claim 21, further comprising:

a bidding module for enabling one or more of resellers and customers to present at least one order and enabling a plurality of vendors to bid on the presented at least one order.

26. (New) A method for providing branded promotional products, the method comprising the steps of:

storing data related to a plurality of products, the data including at least pricing data and imprinting data related to the plurality of products;

enabling a vendor to enter at least one product data specifics, the at least one product data specifics comprising one or more of imprinting data, display data, accurate detailed pricing data and product placement data;

displaying product data in response to the at least one product data specifics and providing ordering access to one or more resellers at a reseller entry point interface, wherein the product data is customized for a particular vendor;

providing a plurality of promotional products to one or more of customers and resellers



and receiving at least one order for one or more promotional products;

displaying products selected by the reseller for resale to a reseller group of customers selected by the reseller; and

displaying products selected by the reseller for resale to a group of customers associated with a company, wherein the products are customized for the company;

wherein customers comprise users who buy products directly from the branded promotional products module; resellers comprise users who resell products to customers; and vendors comprise users who supply one or more of products and imprinting services.

27.(New) The method of claim 26, further enabling one or more customers to schedule reminders for a recurring event related to ordering promotional products.

a3 28. (New) The method of claim 26, further comprising the step of:  
processing the orders for the plurality of promotional products.

Art 3.7 29. (New) The system of claim 26, further comprising the step of:  
providing one or more of order status data, historical information related to orders and market information services wherein market information services comprise one or more of account summary options and web hits habit reports.

30. (New) The system of claim 26, further comprising the step of:  
enabling one or more of resellers and customers to present at least one order and enabling a plurality of vendors to bid on the presented at least one order.